



# ART IN PRIVATE DEVELOPMENT GUIDELINES



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## **What does the Art in Private Development ordinance require?**

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The City of Sedona Public Art Ordinance No. 2000-11 requires that:

- Developers of any new commercial, professional office, lodging or timeshare projects that exceed 5,000 square feet gross floor area, or expansions of existing structures greater than 2,500 square foot gross floor area, are required to contribute toward public artwork.
- Prior to the issuance of a building permit, the developer needs to demonstrate that the proposed development or project will comply with the ordinance by either submitting an Initial Art Plan or making a cash payment to the City of Sedona Art in Public Places Fund.
- The developer's investment in public art involves a minimum investment per square foot based on the Consumer Price Index, which will be adjusted up or down annually.
- The 2012 value is 45 cents per square foot.
- Before a Certificate of Occupancy is issued for the development or the expansion, the art contribution must be certified by the Arts & Culture Commission as being in compliance with the ordinance.
- The developer's art investment may be one of the following options:
  1. On-site installation of developer-selected exterior artwork
  2. Equivalent cash contribution to the City of Sedona Art in Public Places Fund
  3. A combination of the above options
- Approved artwork must be installed in accordance with approved construction and landscape plans prior to the issuance of a Certificate of Occupancy.

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## **What on-site artwork is acceptable?**

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Artwork selected by the developer to be integrated on the site of the project must be located on an exterior of the structure or the building site, which is visible to the public for at least 40 hours per week. These include the following:

- Building features and enhancements, which are unique and produced by a professional artist
- Landscape art enhancements such as walkways, bridges, unique water or unique art features
- Murals or mosaics covering walls and walkways
- Professional artist sculptures, which can be freestanding, wall-supported or suspended and made of durable materials suitable to the site
- Other suitable artworks accepted by the Arts and Culture Commission

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### **What on-site artwork is not eligible?**

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- Business logos
- Directional elements such as super graphics, signage or color-coding
- Mass-produced art objects, such as fountains, statuary, playground equipment
- Art reproductions
- Landscaping or hardscape elements normally associated with the artwork
- Services or utilities necessary or desirable to operate or maintain artworks

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### **What are the eligible costs for artwork?**

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- Professional artist compensation
- Fabrication and installation of the artwork
- Site preparation
- Structures enabling the artist to display the artwork
- Documentation of the artwork
- Acknowledgment plaque identifying the artist and the artwork

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### **What is the process for meeting the ordinance requirements for artwork?**

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The following checklist will help a developer create a successful public art project:

- Contact the Arts & Culture Division** at 928/203-5189 should you have questions about the ordinance requirements
- Initial Art Project Plan:** The Initial Art Plan is required before a building permit is issued. Fax, mail or e-mail a one-page narrative to the Arts & Culture Division with the following information:
  - Initial ideas for the art project
  - Location and visibility of proposed artwork
  - Name of professional artist, if selected

The Arts and Culture Division will notify the Community Development Department that the Initial Art Project Plan has been received.

Should the developer choose to comply with the ordinance by making an equivalent cash contribution to the City of Sedona Art in Public Places Fund, this payment must be made prior to the issuance of a building permit.

- **Approval Process:** When the developer is ready for the proposed art project to be reviewed, please contact the Arts and Culture Division to verify a meeting date. The Arts & Culture Commission reviews art project plans to insure that they meet the requirements of the ordinance. The commission normally meets the first Thursday of each month. Please prepare eight copies of the following information and submit it to the Arts & Culture Division two weeks prior to the scheduled meeting. A presentation will need to be given by the developer (or his/her representative) at the meeting to discuss:

- Narrative description of proposed artwork
- Budget detailing applicable costs: artist's fees and expenses, costs for fabrication, installation, site preparation, structures to display artwork, plaque, and administrative costs
- Letter of agreement between the developer and artist(s)
- Scale site plan and landscape plan
- Scale drawing or model
- Perspective view showing the proposed artwork in the development context

**For the presentation, the commission will consider the following:**

**1) Is the selected artwork produced by a professional artist?**

The commission will review such items as the person's educational background in the arts, arts accomplishments within the past five years such as gallery or museum exhibits, and the person's recognition by accepted arts organizations as an artist.

**2) Are the budget items and total amount acceptable to meet the minimum art investment for the development?**

**3) Is the proposed artwork visible to the public for at least 40 hours per week?**

The commission will review the artwork plans and its placement in regard to the public visibility and enjoyment of the artwork.

The content of the artwork is developer-selected; however, the Arts & Culture Commission will be interested in the durability, safety, placement and visibility of the exterior art project.

- **Certificate of Occupancy:** Prior to the issuance of a Certificate of Occupancy, the approved artwork must be installed in accordance with approved construction and landscape plans.